FSC-85-B	5/19/97
SUBJECT: Price Gap Defense	

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The purpose of this correspondence is to provide you with additional information to assist you in better understanding the thought process behind our full price discounting and price response strategies.

Following are:

1) Guidelines to avoid overlapping of Gap CIV coverage when PM extends their discounting period.

2) Price Gap Defense and Retail Outlet Strategies, Rationale and Marketing Plans by Segment.

Please share this information with all of your people to ensure that everyone has a thorough understanding of our strategies.

If you have any questions, please contact your Region Sales Manager.

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